

**CITY OF LONG BEACH
DEPARTMENT OF PARKS, RECREATION & MARINE
MUNICIPAL GOLF COMMISSION MINUTES**

FEBRUARY 23, 2005

1. CALL TO ORDER

The meeting of the Municipal Golf Commission was called to order by Chairman Skip Rowland, at 3:31 p.m. in the classroom at the Long Beach Junior Golf Academy Building, 6730 E. Carson Street, Long Beach, California. Thomas Shippey, Manager of Maintenance Operations, took roll call and confirmed a quorum.

Present: Skip Rowland, Chairman
Phil Barlow, Vice-Chairman
Betty Hatcher
John McCann
Tonny Christensen
Becky Turley
Len Kennett
Bob Peeters
Ray McElhenney
Linda Cook

Excused: Gail Berns, Robin Bellamy, and Bill Townsend

Staff: Terry Lortz, Superintendent of Golf Operations
Emy Arteaga, Golf Operations Support

American Golf: Jay Carballo, Regional Director of American Golf
Lisa Georgeson, Junior Golf Coordinator
Jason Koh, General Manager at Skylinks Golf Course

Audience: Al Theriault
Bill Barfield
Laura McKenzie
Jeffrey Weisman
Craig Kessler

2. INTRODUCTION OF GUESTS

- Chairman Rowland welcomed and asked all guests to please sign in and introduce themselves.

3. APPROVAL OF MINUTES – JANUARY 26, 2005

- The minutes of the January 26, 2005 meeting were reviewed and approved.

It was moved by Commissioner Christensen and seconded by Commissioner McElhenney that the Municipal Golf Commission approve the minutes. The motion carried unanimously.

4. GOLF SUPERINTENDENT REPORT

- Rounds of golf for January were down by 6,384 (-19.57%) over the total course rounds for January. Total rounds of golf were down by 6,384 (-19.57%) for the year compared to this time last year.
- Mr. Lortz asked the commissioners if they had any questions or comments on the rounds/financial report for the month of January.
- Mr. Lortz reviewed the highlights of the Monthly Facilities Reports and asked the commissioners if they had any questions on any of the reports.
- CIP Golf Fund - Available balance approximately = \$40,000.00

5. AMERICAN GOLF REPORT

- Junior Golf 1% Fund available balance January 30, 2005 = \$77,325.35
- Little Linksters Fund available balance January 30, 2005 = \$73,603.07
- Mr. Jay Carballo informed the commission that American Golf has hired a head professional for Skylinks Golf Course, Jeff Hillis from Black Gold Golf Course in Yorba Linda.
- Mr. Carballo informed the commission that Recreation Park 9 Golf Course has a new General Manager, Kyle Mitchell.
- Mr. Carballo informed the commission that the weather has been a big deterrent and postponed a lot of golf course projects.
- Ms. Lisa Georgeson provided an update on the various junior golf programs in our City.
 - The Long Beach Junior Golf Association has been rained out 4 of 7 scheduled meetings on Friday evenings. We are hoping for good weather and have rescheduled our first Junior/Adult tournament for March 18th.

- Tentatively set June 11, 2005 for the D-Day Tournament.
- The Get-A-Grip Program will be starting up pending planning with recreation staff members from the City.
- The Little Linksters Program has been scheduled for the last two weeks of July which would be July 18 – 22nd and July 25 – 29th. Program applications will be released on April 1, 2005.
- During January and February donations were received in the amount of \$814.00 to the Little Linkster's Program from the family and friends of Mr. Pete Guzelis. Mr. Guzelis was an avid golfer at Recreation Park who passed away in December. He and his wife asked that donations be made to Long Beach Junior Golf in lieu of flowers.

6. COMMITTEE STATUS REPORTS

A. Capital Improvement Projects – Bill Townsend

- Tentatively scheduled a meeting for Wednesday, March 16, 2005 at 2:00 p.m. at Heartwell Junior Golf Building to review the CIP list and expenditures.

B. Fees and Charges – Bob Peeters

- Tentatively scheduled a meeting for Wednesday, March 23, 2005 at 2:00 p.m.

C. Hall of Fame – Len Kennett

- The committee has a great plan for the Hall of Fame at Skylinks Golf Course and estimated costs are \$20,000.

D. Policies and Procedures– Tonny Christensen

- Commissioner Christensen thanked his committee members for submitting recommendations to the Bylaws.

E. Tournaments – Robin Bellamy

- No Committee Report.

F. Junior Golf Advisory – Linda Cook

- No committee report.

7. UNFINISHED BUSINESS

Strategic Plan Update:

- City staff is looking into the possibility of working with a California State University Long Beach student who is interested in doing an internship with the City. The student would possibly work on a new survey to update and verify information previously collected by Pulse Marketing.

8. NEW BUSINESS

- Chairman Rowland welcomed and introduced Laura McKenzie and Jeffrey Weisman with ProShot Golf.
- ProShot Golf gave a PowerPoint presentation of their specialized Global Positioning System (GPS). They described the benefits that may be derived from the use of the monitors mounted in each golf cart, including improved pace of play and accurate measurements from hazards and positions on each green. American Golf will be submitting a formal proposal to the City to consider the first trial installation of this system at Skylinks Golf Course. The voluntary use of this system is proposed to cost \$1.00 per golfer. This GPS system is in play at Anaheim Hills, Coyote Hills in Fullerton and Pelican Golf Club in Newport Beach.

9. COMMENTS

A. AUDIENCE

- Mr. Bill Barfield asked what the status was on his request for reinstatement of the Recreation Park 9 Golf Course away tournaments. Commissioner Christensen informed him that his request would be reviewed and considered as part of the golf manual revision process.

B. STAFF

- Mr. Lortz informed the commission that Skylinks at Long Beach would receive the 1st Place award for Excellent Design in the renovated public/daily fee golf course category. The City of Long Beach, Cal Olson Golf Architecture and American Golf will be presented this very prestigious award at the Golf Inc. Management & Development Conference in San Diego on March 9, 2005. Winning this top honor in this highly regarded national competition has certainly put our new jewel, Skylinks at Long Beach, on the map. An article highlighting our award will be published in the nationally distributed Golf Inc. Magazine.

- Mr. Lortz asked the commissioners to turn in their Statement of Economic Interest Form before March 1, 2005.

C. COMMISSIONERS

- Chairman Rowland thanked all committee chairpersons for working with their committees on reviewing and making revisions for the golf course manual.
- Commissioner Christensen asked to please inform the commission when changes are made at the golf courses such as Recreation Park 9 and Heartwell being exempt from completing their 56 hours of marshalling. It would be nice to be informed so when other golfers inquire the commissioners can answer their questions. Mr. Lortz apologized for not informing commissioners that the 56-hour requirement was temporarily reduced until the course is back to full operation after the major driving range repairs are completed.
- Chairman Rowland remind all commissioners to submit their suggestions for the golf manual review to Mr. Terry Lortz.
- Commissioner Cook requested that the bulletin board for the El Dorado Women's Club be reinstalled now that the repairs and painting has been completed. Mr. Lortz stated that he would have it put back up ASAP.
- Commissioner Cook asked if the GPS System is a done deal or not. Mr. Carballo stated that they want to introduce it first to the commission and get their feedback. American Golf would like to implement the system at Skylinks Golf Course. Commissioner McCann inquired on what is the estimated cost. Mr. Carballo estimated that it probably would be about \$1 per cart rider.
- Commissioner Christensen commented on the City isn't maximizing the use of the golf course restaurants. The City needs to look into this. Mr. Lortz commented that the City is putting up advertisements on the electronic sign to help generate more business.
- Commissioner Peeters inquired on the starting hours of the starter. Mr. Carballo stated that it's ½ hour before the first tee time.
- Commissioner McCann asked if American Golf's property insurance will cover the repairs needed to the driving range at Heartwell Golf Course? Mr. Terry Lortz informed the commission that American Golf and the City are working on different methods these repairs can be funded.
- Commissioner Cook inquired on the process for handling tournaments. Mr. Shippey informed the commission that all changes would be compiled and put together with recommendations for the commission to review.

- Commissioner Peeters commented that the commission was not informed about the negotiations for the 4th amendment. Mr. Tom Shippey informed the commission he wasn't here two years ago when this took place. Mr. Shippey informed the commission that we are working on amending and reinstating the lease and not working on negotiations. The only thing that will be added to the 4th amendment are the maintenance standards for each of the golf courses.
- Commissioner Christensen inquired if the GPS system would take the place of the course marshals. Mr. Carballo stated they will continue to be held accountable for their 56 hours required.
- Commissioner Christensen commented and passed out an article from Golf Magazine on the downsizing of American Golf. Mr. Carballo asked the commission to please remember that the data in the article isn't necessarily driven by facts; it's driven only by the perception of the writer

10. NEXT MEETING

**March 23, 2005 at 3:30 p.m.
Heartwell Junior Golf Building
6730 E. Carson Street
Long Beach, CA 90808**

11. ADJOURNMENT

- Meeting adjourned at 5:23 p.m.

Respectfully submitted,

Emy Arteaga
Golf Operations Support

c: Municipal Golf Commission
Reginald I. Harrison, Deputy City Manager
Phil T. Hester, Director of Parks, Recreation and Marine
Thomas A. Shippey, Manager of Maintenance Operations
Terry L. Lortz, Superintendent of Golf Operations
Jay Carballo, Regional Director of American Golf Corporation
Lisa Georgeson, Director of Junior Golf Programs